



MENOMONIE TOURISM COMMISSION

Meeting Minutes
March 23, 2017
Airport Conference Room

MEMBERS PRESENT: Holland, Willow, Kendzior, Theelke, Ostenso & Solberg

OTHERS PRESENT: Hauck, Leanne Cynor, Stephanie Butler and Prange

A motion was made by Ostenso, seconded by Theelke to approve the February 16, 2017 meeting minutes. Motion carried.

ITEMS OF DISCUSSION:

The Tourism Director presented the financial reports through February 2017. The Commission discussed the ratio of operational versus project expenses. The Director also presented the idea that the Commission focus on branding the City / County with funding possibly through a GEM grant and how to focus those expenses so they result in additional revenue. A motion was made by Ostenso, seconded by Solberg to accept the Tourism Director report.

Chair, Joe Holland, again reviewed the carryover of surplus funds from the 2016 Room Tax revenues and expenditures through March 23, 2017. Pending payments are for the banner event poles and the Strategic Planning consultant services. No action was taken.

Commission Members reviewed the highlights of the 2017 Wisconsin Governor's Conference on Tourism which included 8 local participants for this year's conference.

The Menomonie Tourism Commission will engage in a Strategic Planning session on May 1 - 2, 2017. The consultants will meet one on one with City officials, the Tourism Director, the Directors of Main Street of Menomonie and the Dunn County Economic Development office. The Chair presented a proposed focus group listing for both the one on one and group meetings. He asked for Commissioners to provide additional names of individuals to include on the list.

The Chair thanked Gary Theelke for his years of commission service and presented him a plaque of recognition.

The next meeting will be on April 27, 2017 at 9:00 AM at the Airport Conference Room. A motion was made by Ostenso, seconded by Theelke to adjourn. Motion carried.

Respectfully Submitted,

Lowell Prange